

Description:

Major Functions and Targeted Performance Standard(s) for Each Function:

1. Provide an annual dividend in support of Public Schools and buildings.

A. Increase the annual dividend by at least \$100,000 each year.

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
\$15,000,000	\$18,000,000	\$20,500,000	\$20,600,000
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
\$25,000,000	\$23,000,000	\$23,100,000	\$23,200,000

2. Increase on-line lotto sales through greater jackpot awareness and additional sales locations.

A. Number of retail locations selling on-line tickets.

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
710	700	729	732
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
740	750	760	770

3. Increase instant ticket sales by offering fresh, entertaining games through a wide variety of retail locations. **(Note: some retailers may fall in both categories)

A. Number of scratch ticket vending machines (STVM's) installed at retail locations.

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
210	225	225	245
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
265	285	315	320

B. Number of retail locations selling scratch tickets. **

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
1,002	1,002	1,002	1,012
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
1,015	1,025	1,035	1,045

C. Number of retail locations selling pull-tab tickets. **

Actual Results			
<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
155	160	160	170
Projected Results			
<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
175	180	185	190

Lottery, Idaho State

Lottery Commission

Program Results and Effect:

The Lottery has a single goal: to maximize the annual dividend to for public schools and buildings. Accomplishing this goal involves a combined effort to maximize revenues and minimize costs. In pursuit of our goal, the Lottery must be sensitive to the fact that, for various reasons, not all citizens of the State support a state lottery. Section 67-7401, Idaho Code, requires "...all advertising shall be conducted in a manner consonant with the dignity of the State and the sensibilities of its citizens."

For more information contact Steve Woodall at 334-2600.